

5 **What is claimed is:**

1 **1** A digital content creator for inserting electronic
watermarked data into a digital content, said electronic
watermarked data in which a URL (Uniform Resource Locator)
of a Web site providing advertisement information is
10 described.

2 **2** The digital content creator defined in claim 1, wherein
said digital content comprises an advertisement image.

15 **3** A digital content creator comprising:

 a discrete cosine converter for subjecting a digital
content to discrete cosine conversion and thus creating a
DCT coefficient; and

20 a data inserter for inserting electronic watermarked
data into said DCT coefficient;
 said electronic watermarked data in which a URL (Uniform
Resource Locator) of a Web site providing advertisement
information is described.

25 **4** The digital content creator defined in Claim 2, wherein
said digital content comprises an advertisement image.

5 A digital content creator for inserting electronic
watermarked data into a digital content, said electronic

5 watermarked data in which a URL (Uniform Resource Locator) of a Web site providing advertisement information is described, said digital content creator comprising:

an inserter for inserting said electronic watermarked data into said digital content.

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6 The digital content reproducer defined in claim 5, wherein said digital content comprises an advertisement image.

15 **7** A digital content creator comprising:

a discrete cosine converter for subjecting a digital content to discrete cosine conversion and thus creating a DCT coefficient; and

20 a data inserter for inserting electronic watermarked data into said DCT coefficient;

said electronic watermarked data in which a URL (Uniform Resource Locator) of a Web site providing advertisement information is described; and

25 an inserter for inserting said electronic watermarked data into said digital content.

8 The digital content reproducer defined in claim 7, wherein said digital content comprises an advertisement image.

9 A digital content reproducer that detects electronic
watermarked data inserted in a digital content and then
manifests said digital content on a display, wherein a Web
site supplying advertisement information is accessed based
10 on a value of said electronic watermarked data to receive
said advertisement information, said advertisement
information being manifested on said display.

10 The digital content reproducer defined in claim 9,
15 wherein said digital content comprises an advertisement
image.

11 A digital content reproducer comprising:
a decoder for extracting a DCT coefficient from a
20 digital content into which electronic watermarked data is
inserted;
a detector for detecting said electronic watermarked
data inserted into said DCT coefficient; and
a display for subjecting said DCT coefficient to inverse
25 discrete conversion and reproducing said digital content;
wherein said display receives said advertisement
information by accessing a Web site supplying advertisement
information based on said electronic watermarked data and
manifests said advertisement information on said display.

12 The digital content reproducer defined in claim 11,
wherein said digital content comprises an advertisement
image.

10 13 An advertisement information distribution system
comprising:

a communication line;

a digital content reproducer and an advertisement site
which are interconnected to said communication line; and

15 a digital content creator;

said digital content creator having means for inserting
electronic watermarked data into a digital content;

said digital content reproducer having means for
detecting electronic watermarked data from a digital

20 content into which electronic watermarked data is inserted;

means for reading out advertisement information from an
advertisement site specified by a value of electronic

watermarked data through said communication line; means for
reproducing digital contents; and means for displaying a

25 reproduced digital content and said advertisement
information;

said advertisement site having means for distributing
goods or services.

- 5 **14** The advertisement information distribution system
defined in Claim 13, wherein said communication line
comprises the Internet.
- 10 **15** The advertisement information distribution system
defined in Claim 14, wherein a URL of a Web site supplying
advertisement information is described to said electronic
watermarked data.
- 15 **16** The advertisement information distribution system
defined in Claim 13, wherein said digital content comprises
an advertisement image.
- 20 **17** A digital content creation method wherein electronic
watermarked data is inserted into a digital content, said
electronic watermarked data in which a URL of a Web site
supplying advertisement information is described.
- 25 **18** The digital content creation method defined in Claim 17,
wherein said digital content comprises an advertisement
image.
- 19** A digital content creation method comprising the steps
of:
 creating a DCT coefficient by subjecting a digital

5 content to discrete cosine conversion; and
inserting electronic watermarked data into said DCT
coefficient;
said electronic watermarked data in which a URL of a Web
site supplying advertisement information is described.

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20 The digital content creation method defined in Claim 19,
wherein said digital content comprises an advertisement
image.

15 **21** A digital content reproduction method, wherein
electronic watermarked data inserted into a digital content
is detected and said digital content is manifested on a
display, comprising the steps of:

receiving said advertisement information by accessing a
20 Web site supplying advertisement information based on a
value of said electronic watermarked data; and
manifesting said advertisement information on said
display.

25 **22** The digital content reproduction method defined in
Claim 21, wherein said digital content comprises an
advertisement image.

23 A digital content reproduction method comprising the

5 steps of:

extracting a DCT coefficient from a digital content into which electronic watermarked data is inserted;

detecting said electronic watermarked data inserted into said DCT coefficient;

10 subjecting said DCT coefficient to inverse discrete cosine conversion and then reproducing said digital content;

displaying said reproduced digital content;

receiving said advertisement information by accessing a
15 Web site supplying advertisement information based on a value of said electronic watermarked data; and
displaying said advertisement information.

24 The digital content reproduction method defined in

20 Claim 23, wherein said digital content comprises an advertisement image.

25 An advertisement information distribution method

comprising the steps of:

25 inserting electronic watermarked data into a digital content;

outputting the digital content into which said electronic watermarked data is inserted;

extracting electronic watermarked data from the digital

5 content into which said electronic watermarked data is
inserted;

reading out the advertisement information from a Web
site specified by a value of said electronic watermarked
data; and

10 displaying said digital content and said advertisement
information.

26 The advertisement information distribution method
defined in Claim 25, wherein a URL of said Web site
15 supplying advertisement information is described to said
electronic watermarked data.

27 The advertisement information distribution method
defined in Claim 25, wherein said digital content comprises
20 an advertisement image.

28 A computer readable recording medium on which a program
is recorded, said program making a computer execute the
step of creating a DCT coefficient by discrete-cosine
25 converting a digital content and the step of inserting
electronic watermarked data into said DCT coefficient;

an URL of a Web site supplying advertisement information
being described to said electronic watermarked data.

5 **29** The recording medium defined in Claim 28, wherein said
digital content comprises an advertisement image.

10 **30** A computer readable recording medium on which a program
is recorded, said program making a computer execute the
step of extracting a DCT coefficient from a digital content
into which electronic watermarked data is inserted, the
step of detecting said electronic watermarked data inserted
into said DCT coefficient, the step of inverse-discrete-
cosine converting said DCT coefficient to reproduce a
15 digital content, and the step of displaying the reproduced
digital content, said computer storing a program for
executing the steps of receiving said advertisement
information by accessing the web site based on a value of
said electronic watermarked data and displaying said
20 advertisement information.

31 The recording medium defined in Claim 30, wherein said
digital content comprises an advertisement image.